

**Presentation to the Austin City Council by the Austin Music Commission
November 16, 2006**

A study conducted in 2001 showed that Austin's music industry has had a considerable impact in that **music-related activities add more than \$616 million to the local economy per year**. A 2005 city-sponsored update puts that figure at **\$1 billion**.

Challenges to Austin Musicians and Austin's Music Industry

- **Live music venues are the incubators of our live music industry, and they're having trouble**. As business costs in the entertainment districts continue to rise, profit margins for club owners are reduced.
- **Fire code restrictions, public order ordinance, sound ordinance, smoking ordinance and parking/barricading policies are examples of local regulations that have had a direct impact on musicians and live music venues**.
- **Increased density downtown means there is increased potential for tension between people who are there to sleep vs people who are there to be entertained**.
- Musician "supply" exceeds demand. The result is that **Austin musicians make less money than their colleagues elsewhere**.
- **Musician support is widespread, but diffused**. Many organizations want to help musicians, but efforts aren't cohesive and/or they're not publicized.

Austin Music Commission Projects and Activities

- 1) Together with City staff, facilitated Austin Music on Hold for City of Austin phone system
- 2) Through representation on the Austin Downtown Commission and the Downtown Austin Alliance Security and Maintenance Committee, built relationships with Downtown Austin Police Department regarding safety, sound and cleanliness in our entertainment districts
- 3) Worked with the Community Technology and Telecommunications Commission toward preservation and digitization of the recordings collection at Austin History Center
- 4) Documented citizen concerns and provided feedback to City staff and leaders about Cable Channel 15 during the transition from the Austin Music Network to ME Television. The Music Commission continues to monitor METV's progress in terms of coverage (number of households), airtime for local artists and community projects and partnerships
- 5) Supported the concept of a Texas Music History Museum in Austin, and encouraged collaboration between the existing Texas Music Museum and new project participants and stakeholders
- 6) Explored options and ideas from the community regarding ways to establish and maintain a Musicians Memorial in Austin

Austin Music Commission Requests

- 1) **Commission appointments** We have two vacancies that we are eager to fill Council Member McCracken's appointment and a consensus appointment Council Member McCracken's appointee, Lisa Schickel, is still listed as a commissioner on the City's Web site, but had to resign due to job responsibilities A musician and venue owner would complement our commission's skill set
- 2) **Downtown development** Ensuring that new downtown development brings tangible public benefits to our community and supports cultural vitality is one of our main concerns As City staff and leaders develop plans to guide downtown development and expand cultural arts initiatives, we request that 1) the Music Commission be given regular opportunities to offer ideas and feedback to City staff and consultants, 2) the music industry be considered in downtown policy development and implementation, and 3) that preservation of live music venues downtown be encouraged and monitored (Success stories include developers who want to integrate their projects with existing music venues, e g CLB Partners project and Ranch 616, assist neighboring venues, e g 360 Condos and Austin Music Hall, and preserve parks, e g recent Zilker Park music events)
- 3) **Money-making opportunities for musicians** We will continue to explore ways to make economic gains for Austin musicians (through increased number of performance opportunities, new media outlets, new technologies, etc), and we welcome all ideas and assistance from City Council members and City staff
- 4) **Music-related nonprofits** We will continue to support organizations such as the Austin Music Foundation, SIMS and others, and we encourage City staff and leaders to do the same whether through personal appearances, letters of support and/or links on the City's Web site
- 5) **Musicians Memorial at the Long Center** We currently are working with City staff, community leaders and the Long Center to establish a Musicians Memorial Copies of the project plan/proposal are available, and the Music Commission spokesperson is Brad Stein

**PROPOSAL FOR
AUSTIN MUSIC MEMORIAL
AT THE LONG CENTER**

The following proposal was approved by the Austin Music Commission on November 6, 2006

The Board of Trustees of the Long Center voted to proceed with the Austin Music Memorial proposal at a meeting held on November 8, 2006

- The Long Center has prepared architectural drawings for placement of the Austin Music Memorial on the City Terrace of the Long Center (Please refer to sketch)
- Each memorial will consist of a round metal disc (15" diameter) (Please refer to sketch)
 - Each memorial would have engraved the inductee's name, dates of birth and death, possibly an etched image and brief description of their contribution to music in Austin
 - There would be approximately 150-180 total memorials (but this number could change based on circumstances)
 - The Long Center would have a permanent plaque describing the memorial (and pamphlets or a binder containing detailed information about each memorialized person)
- The Long Center will authorize the Austin Music Commission to determine which persons will receive memorials and what will be engraved in each memorial
- The Austin Music Commission will obtain authority from the City Council to decide which persons will receive memorials and what will be engraved in each memorial
- The Music Commission will have a process for determining memorializations, which will be finalized in conjunction with input from a citizen task force (see attached) Persons memorialized need not be musicians. Diversity of persons will be recognized in determining memorializations
- The Long Center will provide the services at their cost to install these memorials as well as ongoing installation and maintenance

- The memorials themselves need to be purchased and the cost for the memorials and engraving is estimated at approximately \$500-\$700 per memorial, in addition to any literature available at the Long Center
 - It is anticipated that the City will fund the initial 10 memorials
 - It is intended that the Music Commission will seek funds on an annual basis from the City for at least 10 new memorials per year
 - Private donors may help fund additional costs through direct sponsorships, general funding, fundraising events or earmarked *donations to the Long Center*
- The Austin Music Memorial will be a vital economic development tool for the City of Austin and a tourist destination for the Long Center, and the input and support of the City, music museums, ACVB, and other local music and cultural institutions will be sought
- The Long Center will have its opening celebration on March 28, 2008 and a program of events will be dedicated to the unveiling of the Austin Music Memorial and the first 5-10 inductions, including live music and induction ceremonies
- Future memorials will also have induction ceremonies involving live music, possibly in March during the first Sunday afternoon of SXSW of each year, on a date specially recognized by the City

Specific Requests to the City Council from the Music Commission

- (1) Provide your endorsement for the Austin Music Memorial at the Long Center,
- (2) Determine the feasibility of budgeting for the nominal Austin Music Memorial costs in future years, and
- (3) Support the request of the Long Center and the Austin Music Commission to authorize the Music Commission to determine the inductees into the Austin Music Memorial

RULES AND PROCEDURES FOR AUSTIN MUSIC MEMORIAL

- These rules and procedures will be posted on the Austin Music Commission's website and will be distributed during Austin Music Commission meetings at least semi annually
- A citizen task force assembled by the City of Austin and comprised of music professionals and historians will provide input on induction criteria and solicitation of nominees
- Any person (whether a resident or non resident of Austin) may nominate any deceased person to be memorialized by the Austin Music Memorial. It is anticipated that any person making a nomination will provide all relevant information about the deceased person's contribution to Austin music. Members of the Music Commission may nominate deceased persons.
- A nomination must be made in writing to any member of the Austin Music Commission or at any meeting of the Austin Music Commission. There is no guarantee that any nomination made only to a person with the City of Austin (and not to the Music Commission directly) will be forwarded to the Music Commission, but the Music Commission will use its best efforts to collect all nominations made indirectly.
- At least semi annually (to the extent there are funds available to create at least one memorial and at least 2 nominees), the Music Commission shall, during its regular meeting, review the nominees and any information provided regarding the nominees prior to a vote on which nominees to induct into the Austin Music Memorial during March of each year.
- The Music Commission will vote as to whether any nominee should be memorialized by a unanimous vote of all Music Commission members present at a meeting at which there is a quorum.
- The criteria the Music Commission may consider in making a determination as to whether a nominee should be memorialized will include the contribution of the person to Austin music, the person's citizenship in his or her community, any relevant lifetime achievements and any other factors relevant in making such a determination.
- There shall be a residency requirement of at least 10 years within the Austin City Limits, with the exception of very limited and special circumstances.

- Diversity of the nominees will be a major factor, not only gender and racial diversity, but also diversity of musical styles representative of Austin (i.e., classical, jazz, popular, music education) as well as non musicians whose contributions were instrumental to music in Austin
- The Music Commission shall seek and accept input from the City, the citizen task force, music museums, ACVB, and other local music and cultural institutions regarding the nomination process and nominees, and it is desired that the City appoint a City staff liaison to assist in this regard
- Any nominees who are not inducted will remain as nominees for consideration by the Music Commission at its next determination

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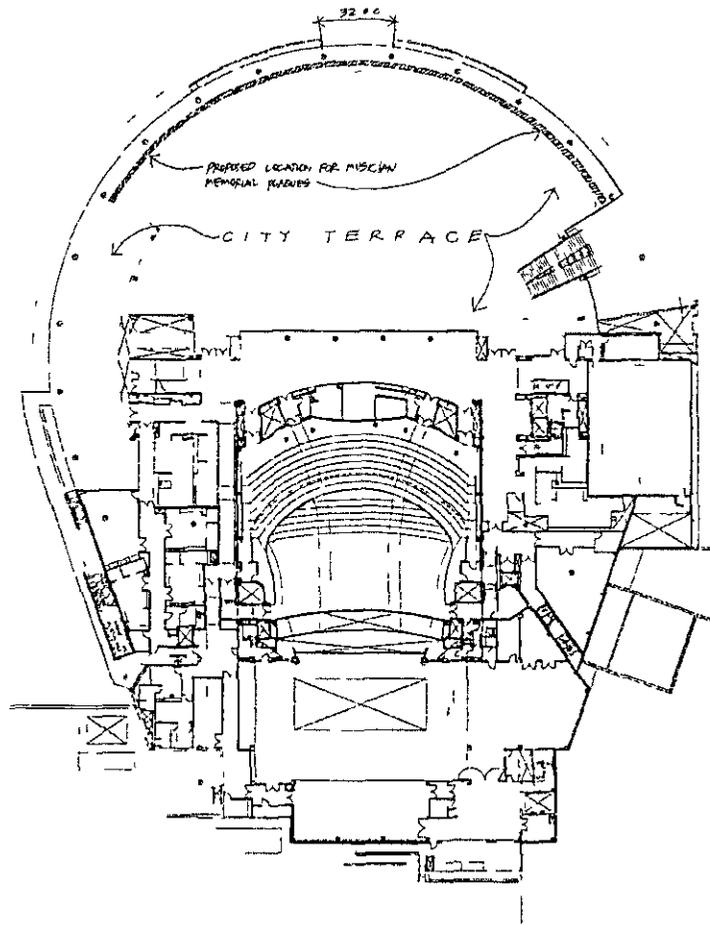
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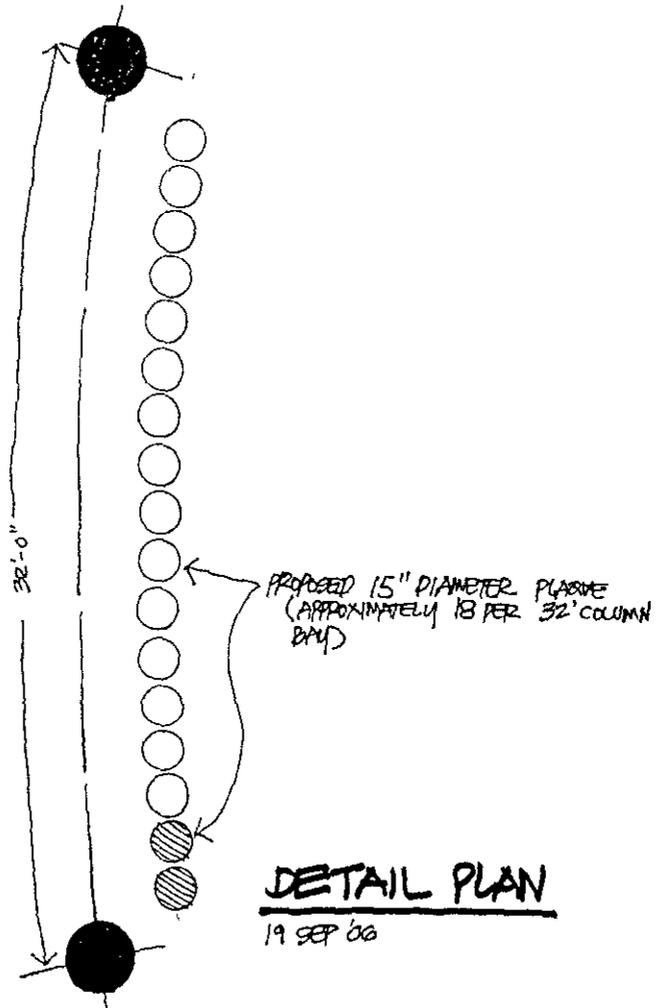
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CONCEPT PLAN MUSIC MEMORIAL PLAQUES

19 SEP 06



DETAIL PLAN

19 SEP 06